

Unit 7

Words	Word type	Pronunciation	Translation	Page	Example sentence
advertisement	noun	/əd'vɜ:tismənt/	Werbung	82	All music streaming sites have advertisements .
afterwards	adverb	/'ɑ:ftəwədz/	danach	78	Shortly afterwards , in 1982, Sony also introduced the digital compact disc.
album	noun	/'ælbəm/	Album	142	I bought two tracks off one album yesterday and they cost about two dollars.
allow	verb	/ə'laʊ/	ermöglichen	78	However, the minidisc was important as the first device to allow people to record and store music digitally.
alone [emphasis]	adjective	/ə'leɪn/	allein	78	UK customers alone have spent more than £1,000,000,000 on online music since 2004.
amount	noun	/ə'maʊnt/	Menge	133	Philips has reduced the amount of waste they produce.
analyst [researcher]	noun	/'æneɪlɪst/	Analyst(in)	82	Listen to an analyst talk about music streaming.
animation	noun	/'æni'meɪʃn/	Animation	83	Use plenty of animation to keep your audience awake.
apply (for a position)	verb	/ə'plai/	sich (um eine Stelle) bewerben	84	What do you need to do when you apply for a job?
artwork [album]	noun	/'ɑ:twɜ:k/	Grafik, Illustration(en)	142	With LPs and CDs, you get the whole atmosphere, the sleeve, the artwork , and the lyrics.
audience	noun	/'ɔ:diəns/	Zuhörer, Publikum	83	Include long quotes so that your audience can read them.
audio cassette	noun	/'ɔ:diəʊ kə'set/	(Audio)kassette	78	In 1963, when Philips introduced the audio cassette , music became more mobile.
autograph	noun	/'ɔ:təgrɑ:f/	Autogramm	87	Actually, I chatted to a British pop singer in a pub once, but I forgot to ask for his autograph .
awake	adjective	/ə'weɪk/	wach	83	Use plenty of animation to keep your audience awake .
business studies	noun	/'bɪznəs ,stʌdiz/	Betriebswirtschaftslehre , Business Studies	84	János Bogrács has degree in business studies .
cello	noun	/'tʃeləʊ/	Cello	87	Laura van der Heijden plays the cello .
CEO/Chief Executive Officer	noun	/'si: i: 'əʊ/ /'tʃi:f ɪg'zɛkjətɪv ,ɒfɪsə(r)/	CEO/ Vorstandsvorsitzende(r)	129	In 2005, Howard Stringer became CEO (Chief Executive Officer) , the first foreigner to run a major Japanese electronics firm.
certainly [definitely]	adverb	/'sɜ:tnli/	bestimmt, gewiss	143	Well, you'd certainly need experience of handling pressure in this job.
chart	noun	/'tʃɑ:t/	Diagramm	83	Use simple charts and graphs in your presentation.
chemistry	noun	/'kemɪstri/	Chemie	84	János Bogrács studied chemistry at secondary school.
close down	phrasal verb	/'kləʊz daʊn/	schließen, schliessen (Schweiz), zumachen	79	The shop is going to close down .
college	noun	/'kɒlɪdʒ/	College, (Fach)hochschule	84	I learnt English at school and Italian while I was at college .
come out [release]	phrasal verb	/'kʌm 'aʊt/	herauskommen, auf den Markt kommen	80	Our album is due to come out this week.
compact disc/CD	noun	/'kɒmpækt dɪsk/ /'si: 'di:/	Compact Disc, Compact Disk/CD	78	Sony also introduced the digital compact disc .
competition [event]	noun	/'kɒmpə'tɪʃn/	Wettbewerb	87	Laura won the Swiss National Youth Music Competition in 2010.

consumer	noun	/kən'sju:mə(r)/	Konsument(in)	78	How much money have British consumers spent on online music?
contact details	noun	/,kɒntækt 'di:teɪlz/	Kontaktangaben	83	Give the audience your contact details so they can get in touch.
continuously	adverb	/kən'tɪnjuəsli/	kontinuierlich	88	Revenue has increased continuously since August.
course [training]	noun	/ko:s/	Kurs, Schulung	84	Have you been on any other courses since you graduated?
CV (curriculum vitae)	noun	/,si: 'vi:/	Lebenslauf	84	You haven't got any languages on your CV .
cylinder	noun	/'sɪlɪndə(r)/	Walze	78	Soon, recordings became more widely available on Edison's phonograph cylinders and then on gramophone records called 78s.
decrease	noun	/'di:kri:s/	Rückgang	81	There was a dramatic decrease in unemployment last year from 7% to 2.7%.
deeply	adverb	/'di:pli/	tief	88	If you are nervous, breathe deeply and try not to speak too quickly.
definite	adjective	/'defɪnət/	bestimmt	79	We use the Past Simple to talk about an event at a definite time in the past.
depend on [affected by]	phrasal verb	/dɪ'pend ɒn/	abhängen von	142	The amount of music the customers can listen to depends on the service.
digitally	adverb	/'dɪdʒɪtəli/	digital	78	However, the minidisc was important as the first device to allow people to record and store music digitally .
download	verb	/'daʊn'ləʊd/	herunterladen	78	John is going to download the new number one hit.
downside	noun	/'daʊnsaɪd/	Kehrseite	78	On the downside , however, Virgin Megastore have recently closed stores in the UK, Ireland, Spain, the USA, Canada, and Japan.
dramatic	adjective	/'dræ'mætk/	dramatisch	81	There was a dramatic decrease in unemployment last year.
dramatically	adverb	/'dræ'mætkli/	dramatisch	79	Yes, the number of downloads has increased dramatically .
drop [decrease]	noun	/drɒp/	Rückgang	81	There has been a slight drop in the number of unemployed.
effect	noun	/'ɪfekt/	Effekt, Wirkung	78	What negative effect has downloading music had on the music business?
environmental	adjective	/'ɪnvaɪrən'mentl/	Umwelt-	129	Since 1976, Sony has held an annual Environmental Conference to discuss environmental issues.
EP/Extended Play (record)	noun	/'i: pi:/ /'ɪk'stendɪd pleɪ/	EP	80	We went on Facebook at the same time as the EP came out.
fan	noun	/'fæn/	Fan	143	I'd love to go to Brazil. I'm a big football fan .
finally	adverb	/'faɪnəli/	endlich	82	In Quarter 3, during the summer music festival season, the number of downloads finally increased.
firm [company]	noun	/'fɜ:m/	Firma, Unternehmen	129	In 2005, Howard Stringer became CEO, the first foreigner to run a major Japanese electronics firm .
folk song	noun	/'fəʊk sɒŋ/	Folksong	78	The first recording of a human voice was in 1860, with the French folk song 'Au Clair de la Lune'.
font	noun	/'fɒnt/	Schriftart, Font	83	Use a mix of fonts and sizes in your PowerPoint slides.

foreigner	noun	/ˈfɒrənə(r)/	Ausländer(in)	129	Howard Stringer was the first foreigner to run a major Japanese electronics firm.
get back [return]	phrasal verb	/get 'bæk/	zurückkehren	89	I need to get back from Brazil.
gig	noun	/gɪg/	Konzert, Gig	80	How many live gigs have you played?
graduate	verb	/'grædʒueɪt/	einen (akademischen) Abschluss machen, erlangen	84	When did he graduate from university?
gramophone	noun	/'græməfəʊn/	Grammophon, Grammofon	78	Soon, recordings became more widely available on Edison's phonograph cylinders and then on gramophone records called 78s.
guidelines	noun	/'gaɪdlaɪnz/	Richtlinien	83	Which guidelines on making PowerPoint slides do you agree with?
handle	verb	/'hændl/	(mit etw.) umgehen, etw. bewältigen	143	I can handle the pressure of presenting to large groups.
heading	noun	/'hedɪŋ/	Überschrift	83	Make the heading as big as possible.
human	adjective	/'hju:mən/	menschlich	78	The first recording of a human voice was in 1860.
impact	noun	/'ɪmpækt/	Auswirkung	133	Philips has recently made improvements in their impact on the environment by reducing the amount of waste they produce.
indefinite	adjective	/'ɪn'defɪnət/	unbestimmt	79	There was an indefinite time frame.
inflation	noun	/'ɪn'fleɪʃn/	Inflation	81	Inflation remained stable at 2%.
instructor	noun	/'ɪn'strʌktə(r)/	Lehrer(in)	85	I am a skiing instructor in New Zealand.
intermediate	adjective	/'ɪntə'mi:diət/	mittlere	143	I've learnt some German but I'm only about intermediate level.
internationally	adverb	/'ɪntə'næʃnəli/	auf internationaler Ebene	84	The job requires you to travel internationally at least twice a year.
karaoke	noun	/'kæri'əʊki/	Karaoke	87	Did you sing karaoke at the party last night?
keep track of	idiom	/'ki:p 'træk əv/	(über etw.) den Überblick behalten	143	I had training in Microsoft Project, which has really helped me keep track of schedules.
knowledge	noun	/'nɒlɪdʒ/	Kenntnis	84	Do you have any knowledge of the product development process?
lead singer	noun	/'li:d ,sɪŋə(r)/	Leadsänger(in)	80	Kevin is the lead singer of a new band.
level	noun	/'levl/	Niveau	83	Keep your energy levels up.
level off	phrasal verb	/'levl əf/	sich einpendeln	87	The number of music downloads will level off .
limit	noun	/'lɪmɪt/	Begrenzung, Obergrenze	142	Is there a limit to how much customers can listen to?
limitation	noun	/'lɪmɪ'teɪʃn/	Grenze, Einschränkung	142	Some services offer a free trial, or a free subscription, but there are limitations .
line-up	noun	/'laɪn ʌp/	Aufstellung, Besetzung	80	We've had the same line-up for sixteen months now.
live (concert)	adjective	/'laɪv/	live	80	Have you ever been to a live concert?
loft	noun	/'loft/	Dachboden	142	My dad's got some LPs in the loft , but he's never played them.
loss [financial]	noun	/'lɒs/	Verlust	79	The record company made a loss last year.
LP/long-playing record	noun	/'el 'pi:/ /lɒŋ ,pleɪɪŋ 'reko:d/	LP/Langspielplatte	78	In the early 1930s, 45rpm singles, and 12-inch vinyl longplaying records, or LPs , took over.
lyrics	noun	/'lɪrɪks/	Texte	142	With LPs and CDs, you get the whole atmosphere, the sleeve, the artwork, and the lyrics .

major	adjective	/ˈmeɪdʒə(r)/	bedeutend, groß, gross (Schweiz)	129	Howard Stringer runs a major Japanese electronics firm.
maximum	noun	/ˈmæksɪmə/	Maximum	83	Include a maximum of five lines, with five words per line.
mini	adjective	/ˈmɪni/	Mini-	80	So far, we've played three gigs in London and we did a mini tour of the USA, which was six gigs.
mix	noun	/mɪks/	Mischung, Mix	83	Use a mix of fonts and sizes.
mobile	adjective	/ˈməʊbaɪl/	mobil	78	In 1963, when Philips introduced the audio cassette, music became more mobile .
music streaming	noun	/ˈmjuːzɪk striːmɪŋ/	Musikstreaming	82	People can listen to music for free on music streaming sites.
musician	noun	/ˈmjuːzɪʃn/	Musiker(in)	82	A lot of musicians think streaming services are a good thing.
notes	noun	/nəʊts/	Notizen	83	Look at your notes only when you need to.
nurse	noun	/nɜːs/	Krankenpfleger(in)	89	He's been a software engineer, a nurse , a sales assistant, and a dog-walker.
outside	preposition	/ˈaʊtsaɪd/	außerhalb, ausserhalb (Schweiz)	143	How about outside Europe? Have you been to South America?
peak	noun	/piːk/	Höchststand	81	The profit was \$34.7 million at its peak .
personalize	verb	/ˈpɜːsənəlaɪz/	auf den persönlichen Geschmack abstimmen	142	You can pay and get better sound quality and personalize your playlists more.
phonograph	noun	/ˈfəʊnəɡrɑːf/	Phonograph, Fonograf	78	Soon, recordings became more widely available on Edison's phonograph cylinders.
playlist	noun	/ˈpleɪlɪst/	Playlist, Liste der Musiktitel	142	Do you have your own playlist ?
pop (music)	adjective	/pɒp/	Pop-	87	I chatted to a British pop singer in a pub once, but I forgot to ask for his autograph.
portable	adjective	/ˈpɔːtəbl/	tragbar	133	Philips introduced the first combination portable radio and cassette recorder.
pressure	noun	/ˈpreʃə(r)/	Druck	143	So I'm used to presenting to large groups and handling a bit of pressure .
product manager	noun	/ˈprɒdʌkt mænɪdʒə(r)/	Produktmanager	84	János Bogrács is currently Product Manager at Adidas.
production costs	noun	/prəˈdʌkʃn ˌkɒsts/	Produktionskosten	81	There was a rise in production costs between April and June, followed by a slight fall between July and September.
proficiency	noun	/prəˈfɪʃnsi/	Kenntnisse	84	You must have proficiency in Microsoft Office suite.
promote [career]	verb	/prəˈməʊt/	fördern	142	I was promoted to Assistant Product Manager in 2011.
pub	noun	/pʌb/	Pub	87	I met a British pop singer in a pub once.
quarter [financial]	noun	/ˈkwɔːtə(r)/	Vierteljahr	81	Music downloads rose sharply in the first quarter .
quote	noun	/kwəʊt/	Zitat	83	Include long quotes so that your audience can read them.
R&D/Research and Development	noun	/ˌɑːr ɛnd ˈdiː/ /ˌriːsɜːtʃ ɛnd dɪˈveləpmənt/	F&E/Forschung & Entwicklung	89	The R&D department have just developed a new type of watch.
radio	noun	/ˈreɪdiəʊ/	Radio	133	Philips have produced radios since the 1930s.
recently	adverb	/ˈriːntli/	kürzlich	78	Virgin Megastore have recently closed stores in the UK, Ireland, Spain, the USA, Canada, and Japan.

record [album]	noun	/ˈrekɔ:d/	(Schall)platte	78	<i>In the early 1930s, 45rpm singles, and 12-inch vinyl longplaying records, or LPs, took over.</i>
record label [company]	noun	/ˈrekɔ:d ˌleɪbl/	Plattenlabel	133	<i>In the late 1950s, Philips started their own subsidiary record label, Fontana Records.</i>
recorder	noun	/rɪˈkɔ:də(r)/	Rekorder, Recorder	133	<i>Philips introduced the first combination portable radio and cassette recorder.</i>
recorder [instrument]	noun	/rɪˈkɔ:də(r)/	(Block)flöte	87	<i>She has started to learn the recorder.</i>
recording	noun	/rɪˈkɔ:dɪŋ/	Aufnahme	78	<i>The first recording of a human voice was in 1860, with the French folk song ‘Au Clair de la Lune’.</i>
recover	verb	/rɪˈkʌvə(r)/	sich erholen	81	<i>We hope CD sales are going to recover in April.</i>
recruit [employee]	noun	/rɪˈkru:t/	neue Mitarbeiter(in)	81	<i>The number of new recruits fell steadily last month.</i>
related	adjective	/rɪˈleɪtɪd/	verwandt	84	<i>You must have a university degree in a related area.</i>
relevant	adjective	/ˈreləvənt/	relevant	84	<i>What relevant experience and qualifications does he have?</i>
requirements	noun	/rɪˈkwaɪəmənts/	Voraussetzungen	84	<i>What are the requirements of the job?</i>
response	noun	/rɪˈspons/	Reaktion, Rückmeldung	80	<i>We’ve had a really poor response from most people.</i>
(the) rest (of)	noun	/rest/	(das) übrige	89	<i>And how are the rest of the team?</i>
salary	noun	/ˈsæləri/	Gehalt	81	<i>Your contract should provide details of your salary.</i>
scale down	phrasal verb	/skeɪl ˈdaʊn/	reduzieren, verkleinern	133	<i>Philips had to scale down the size of the company.</i>
sell off	phrasal verb	/ˈsel ɒf/	Abstoßen, abstossen (Schweiz)	133	<i>Philips is going to sell off part of the company.</i>
sharp [sudden]	adjective	/ʃɑ:p/	scharf	81	<i>There was a sharp rise in music downloads in the first quarter.</i>
sharply	adverb	/ˈʃɑ:pli/	stark	81	<i>Music downloads rose sharply in the first quarter.</i>
shortly	adverb	/ˈʃɔ:tli/	kurz	78	<i>Shortly afterwards, in 1982, Sony also introduced the digital compact disc.</i>
since	preposition	/sɪns/	seit	78	<i>Music has been available online since the early 2000s.</i>
single [record]	noun	/ˈsɪŋgl/	Single	78	<i>‘Rock Around the Clock’, released in 1955, was the first single to sell more than a million copies in the UK.</i>
ski resort	noun	/ˈski: rɪzɔ:t/	Skiort, Wintersportort	85	<i>I worked in a ski resort in the Pyrenees.</i>
sleeve [album]	noun	/sli:v/	Plattenhülle, Cover	142	<i>With a CD you get the artwork on the sleeve.</i>
slight	adjective	/slaɪt/	leicht	81	<i>There was a rise in production costs between April and June, followed by a slight fall between July and September.</i>
slightly	adverb	/ˈslaɪtli/	leicht	81	<i>Sales of CDs rose slightly last month.</i>
so far [until now]	idiom	/səʊ fɑ:(r)/	bisher, bis jetzt	79	<i>I think three shops have closed down so far.</i>
social media	noun	/ˌsəʊʃl ˈmi:diə/	soziale Medien	80	<i>When did you start using social media sites?</i>
speed	noun	/spi:d/	Geschwindigkeit	78	<i>What is the speed of sound?</i>
stable	adjective	/ˈsteɪbl/	stabil	81	<i>Inflation remained stable at 2%.</i>
steadily	adverb	/ˈstedɪli/	stetig, kontinuierlich	81	<i>Sales of CDs fell steadily at the beginning of the year.</i>
steady	adjective	/ˈstedɪ/	stetig, kontinuierlich	81	<i>There was a steady increase in company profits in the first quarter.</i>

store	verb	/sto:(r)/	speichern	78	<i>The minidisc allows people to record and store music digitally.</i>
subscribe	verb	/səb'skraɪb/	abonnieren	79	<i>Are you going to subscribe to iTunes?</i>
subscription	noun	/səb'skrɪpʃn/	Abonnement	142	<i>Some services offer a free trial, or a free subscription, but there are limitations.</i>
subsidiary	adjective	/səb'sɪdiəri/	Tochtergesellschaft, Tochterunternehmen	133	<i>Philips started their own subsidiary record label, Fontana Records.</i>
suite [software]	noun	/swi:t/	(Software)-Paket	84	<i>Have you used the Microsoft Office suite?</i>
take over (from something)	phrasal verb	/,teɪk 'əʊvə(r)/	übernehmen	78	<i>45rpm singles are going to take over from LPs.</i>
take part (in)	phrasal verb	/teɪk 'pɑ:t/	an (etw.) teilnehmen	89	<i>I am going to take part in a training course.</i>
throw away	phrasal verb	/,θrəʊ ə'weɪ/	wegwerfen	79	<i>Did you throw away all your old LPs?</i>
tour [band]	noun	/tuə(r)/	Tour(nee)	79	<i>White Denim are on tour at the moment.</i>
track [music]	noun	/træk/	Titel	142	<i>Yes, our best track has had over 30,000 plays, which is really great.</i>
trial	noun	/'traɪəl/	Probe	142	<i>Some services offer a free trial, or a free subscription, but there are limitations.</i>
unemployed [people]	noun/ adjective	/,ʌnɪm'plɔɪd/	Arbeitslose, Arbeitsloser (n)/arbeitslos (adj.)	81	<i>There has been a slight drop in the number of unemployed.</i>
unemployment	noun	/,ʌnɪm'plɔɪmənt/	Arbeitslosigkeit	81	<i>There was a dramatic decrease in unemployment last year from 7% to 2.7%.</i>
video tape	noun	/'vɪdiəuteɪp/	Videoband	129	<i>Betamax video tape was released in 1975.</i>
vinyl	noun	/'vaɪnl/	Vinyl	78	<i>In the early 1930s, 45rpm singles, and 12-inch vinyl long-playing records, or LPs, took over.</i>
voice	noun	/vɔɪs/	Stimme	78	<i>The first recording of a human voice was in 1860.</i>
waste	noun	/weɪst/	Abfall	133	<i>Philips has recently made improvements in their impact on the environment by reducing the amount of waste they produce.</i>
widely	adverb	/'waɪdli/	weithin	78	<i>Soon, recordings became more widely available on Edison's phonograph cylinders.</i>
win	verb	/wɪn/	gewinnen	87	<i>Laura thinks she might win the Swiss National Youth Music Competition.</i>